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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising the steps of:

~~selecting one or more evaluators to rate a document;~~

~~passing the document to the one or more evaluators;~~

receiving, at a server, rating information associated with contents of ~~the~~ a document from ~~the~~ one or more evaluators;

identifying, at the server, ~~at least one~~ a trust score <u>for each of the one or more evaluators,</u> <u>each trust score being a measure of an extent to which a respective evaluator's rating information</u> <u>is considered in determining an aggregate rating, each trust score based on factors associated</u> <u>with the respective evaluator</u>~~, wherein the at least one trust score is associated with a specific one~~ ~~of the one or more evaluators~~;

<u>identifying a sensitivity score, the sensitivity score indicating a level of conservatism in</u> <u>determining the aggregate rating;</u>

determining [[an]] <u>the</u> aggregate rating for the document based on the rating information, <u>the trust scores, and the sensitivity score</u> ~~and the at least one trust score~~;

receiving <u>a request from a recipient</u> ~~a signal relevant to a criteria~~; and

<u>identifying a suitability standard associated with the recipient; and</u>

determining whether to deliver the document in response to the <u>request</u> ~~signal~~ based on ~~the criteria and~~ <u>the suitability standard and</u> the aggregate rating.

2. - 4. (Cancelled)

5. (Currently Amended) The method of claim [[3]] <u>1,</u> <u>wherein determining whether to deliver the</u> <u>document</u> further <u>comprises</u> ~~comprising~~:

~~selecting the electronic document based on the aggregate rating and the suitability standard~~ determining whether to deliver the document based on whether the ~~recipient~~ suitability standard ~~associated with the recipient satisfied~~ satisfies the aggregate rating ~~a document suitability standard~~.

6. -7. (Cancelled)

8. (Currently Amended)   The method of claim 1, wherein ~~the at least one~~ each trust score is based on ~~the~~ a geographical location of the respective evaluator ~~specific one of the one or more evaluators~~.

9. (Currently Amended) The method of claim 1, wherein ~~the at least one~~ each trust score is based on one or more prior content ratings received from the respective evaluator ~~specific one of the one or more evaluators~~.

10. (Currently Amended) The method of claim 1, wherein ~~the at least one~~ each trust score is based on an industry associated with the respective evaluator ~~specific one of the one or more evaluators~~.

11. (Currently Amended) The method of claim 1, wherein ~~the at least one~~ each trust score is based on a rating deviation of ~~an~~ the respective evaluator, wherein the rating deviation is based on a comparison of (i) rating information for one or more documents received from the evaluator and (ii) rating information for the one or more documents received from one or more other evaluators.

12. (Currently Amended) The method of claim 1, wherein ~~at least one~~ each trust score is based on a rating deviation of ~~an~~ the respective evaluator, wherein the rating deviation is based on a comparison of (i) rating information for one or more documents received from the evaluator and (ii) aggregate ratings for the one or more documents.

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13. (Currently Amended) The method of claim 1, wherein the at least one trust score ~~of~~ is based on rating information previously received from the <u>respective evaluator</u> ~~specific one of the one or more evaluators~~ for one or more documents.

14. (Previously Presented) The method of claim 1, further comprising:

determining one or more revised trust scores for one or more of the one or more evaluators; and

determining a revised aggregate rating based on the one or more revised trust scores.

15. (Cancelled)

16. (Original) The method of claim 1, wherein the document is an advertisement.

17. (Currently Amended) The method of claim 1, wherein the document comprises at least one of a web page, content that can be used in a web page, <u>or</u> ~~and~~ a program.

18. (Cancelled)

19. (Currently Amended) The method of claim [[18]] <u>1</u>, wherein the one or more evaluators are selected using a random selection algorithm.

20. (Cancelled)

21. (Previously Presented) The method of claim 1, further comprising: receiving new rating information for the document; and processing the new rating information to determine a revised rating associated with the document.

22. (Original) The method of claim 1, wherein the aggregate rating comprises one or more subject ratings, each associated with an evaluation criterion.

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23. (Currently Amended) The method of claim 22, wherein the evaluation criterion comprises at least one of sexual content, violent content, adult content, ~~and~~ or targeted age.

24. (Original) The method of claim 1, wherein the aggregate rating comprises a quantity.

25. (Original) The method of claim 1, wherein the aggregate rating comprises a mean of the rating information.

26. (Original) The method of claim 1, wherein the aggregate rating comprises a mode of the rating information.

27. (Original) The method of claim 1, wherein the aggregate rating comprises a median of the rating information.

28-29. (Cancelled)

30. (Currently Amended) A system comprising:

~~selecting means for selecting one or more evaluators to rate a document;~~

~~passing means for passing the document to the one or more evaluators;~~

~~rating~~ receiving means for receiving rating information associated with a content of ~~the~~ a document from ~~the~~ one or more evaluators;

~~identifying~~ means for identifying ~~at least one~~ a trust score for each of the one or more evaluators, each trust score being a measure of an extent to which a respective evaluator's rating information is considered in determining an aggregate rating, each trust score based on factors associated with the respective evaluator, ~~wherein the at least one trust score is associated with a specific one of the one or more evaluators~~;

means for identifying a sensitivity score, the sensitivity score indicating a level of conservatism in determining the aggregate rating;

~~determining~~ means for determining [[an]] the aggregate rating for the document based on the rating information, the trust scores, and the sensitivity score ~~and the at least one trust score~~;

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~~signal receiving~~ means for receiving <u>a request from a recipient</u> ~~a signal relevant to a criteria; and~~

<u>means for identifying a suitability standard associated with the recipient; and</u>

~~determination~~ means for determining whether to deliver the document in response to the request ~~signal~~ based on ~~the criteria and~~ <u>the suitability standard and</u> the aggregate rating.

31-35. (Cancelled)

36.   (New) A computer-implemented method, comprising:

receiving, at a server, rating information associated with contents of a document from one or more evaluators;

identifying, at the server, a trust score for each of the one or more evaluators, each trust score being a measure of an extent to which a respective evaluator's rating information is considered in determining an aggregate rating, each trust score based on factors associated with the respective evaluator;

identifying a sensitivity score, the sensitivity score indicating a level of conservatism in determining the aggregate rating;

determining the aggregate rating for the document based on the rating information, the trust scores, and the sensitivity score;

receiving a request from a recipient, the request including a preferred aggregate rating for documents associated with the recipient; and

determining whether to deliver the document in response to the request based on whether the preferred aggregate rating satisfies the aggregate rating.

37.   (New) A computer-implemented method, comprising:

associating evaluation information with documents at a server, the evaluation information comprising trust information and rating information;

receiving a request at the server;

ranking the documents at the server, based on the evaluation information in response to the request;

providing the ranked documents; and

updating the trust information based on the ranking.